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Advertising Age

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Last Minute News

BK unearthing old creative?

MIAMI—Burger King is believed to be reviving TV spots from former agency J. Walter Thompson USA, New York, in the wake of continued dissatisfaction with N W Ayer creative, sources said. The spots will air nationally. New York-based Ayer will propose yet another campaign to Burger King owner Grand Metropolitan this week, the sources said, adding that Ayer's hold on the $200 million fast-food account may slip if the British conglomerate still nixes Ayer's ideas.

Whittle plans Hispanic magazine

KNOXVILLE, TENN.—Whittle Communications is developing a national magazine for Hispanic women. Sources close to the company said the magazine would also involve another form of media, possibly TV. Whittle officials wouldn't comment on the project, but sources said the magazine's distribution would be similar to Whittle's *Special Report* magazines launched last year. *Special Report* magazines are distributed exclusively in the waiting rooms of family doctors' offices.

Sun Diamond units drop D'Arcy

SAN FRANCISCO—D'Arcy Masius Benton & Bowles last week lost almost half its $25 million in billings here. Two Sun Diamond Growers of California units—Sun-Maid Growers, Kingsburg, and Sunsweet Growers, Pleasanton, named new agencies. Sun-Maid selected Grey Advertising, Los An-

(Continued on Page 8)

Kraft wins big in food merger

Is ad agency consolidation next?

By JUDANN DAGNOLI
and JULIE LIESSE ERICKSON

Philip Morris Cos. shifted the power base of its food operations to Kraft by merging General Foods Corp. and Kraft into a single unit called Kraft General Foods Group.

The new group will be headquartered in Glenview, Ill., Kraft's home, and be headed by Kraft Chairman John Richman, who becomes chairman-ceo of the new unit effective March 1.

But Kraft President-CEO Michael Miles, named president-chief operating officer of the new group, will take the ceo post from Mr. Richman in 1990.

The restructuring forms seven operating units: General Foods USA; Kraft USA; Kraft General Foods International; Kraft General Foods Canada; Oscar Mayer; Kraft General Foods Frozen Products; and the U.S. Commercial Group.

Previously, General Foods was structured into three units and Kraft was divided into five.

Philip Morris kills General Foods line to focus on Kraft's Chillery—P. 28

One industry analyst, John Maxwell of Wheat First Securities, said the new structure may free more ad dollars for General Foods and Kraft brands. "They can now cut overhead and spend more on marketing and advertising," he said.

Kraft's dominance in the merged company is reflected in the presence of Messrs. Miles and Richman and other Kraft executives in key positions.

Four of the seven new division presidents are Kraft executives; three are General Foods executives.

Some of Kraft's best managers have been moved into troubled operations and key growth areas.

Miles Marsh, 41, Kraft's operations-technology president, becomes president of General Foods USA, which will now include troubled Maxwell House coffee.

Thomas Herskovitz, who engineered a turnaround as group VP of the Kraft Dairy Group, takes charge of the new frozen foods group, a growth vehicle that

(Continued on Page 73)

WPP hunts big research buy

By GARY LEVIN
and IRA TEINOWITZ

WPP Group is on the acquisition warpath, aiming to become one of the largest players in the lucrative research industry, sources say.

WPP is eyeing several research companies as part of what these sources say is an aggressive strategy to expand the operations of MRB Group, acquired in the JWT Group takeover of 1987.

"He wants to [own] the second-biggest market research company in the world," one source said, referring to Martin Sorrell, WPP Group's chief executive.

Last week, WPP narrowly lost out on a bid for the Burke research division of SAMI/Burke.

Frank Stanton, president-ceo of MRB, confirmed that WPP had made a bid for Burke but said the deal was scuttled last week over disagreements on who should bear the cost of the planned shutdown of Burke's Test Marketing Group, said to be losing $1 million a month.

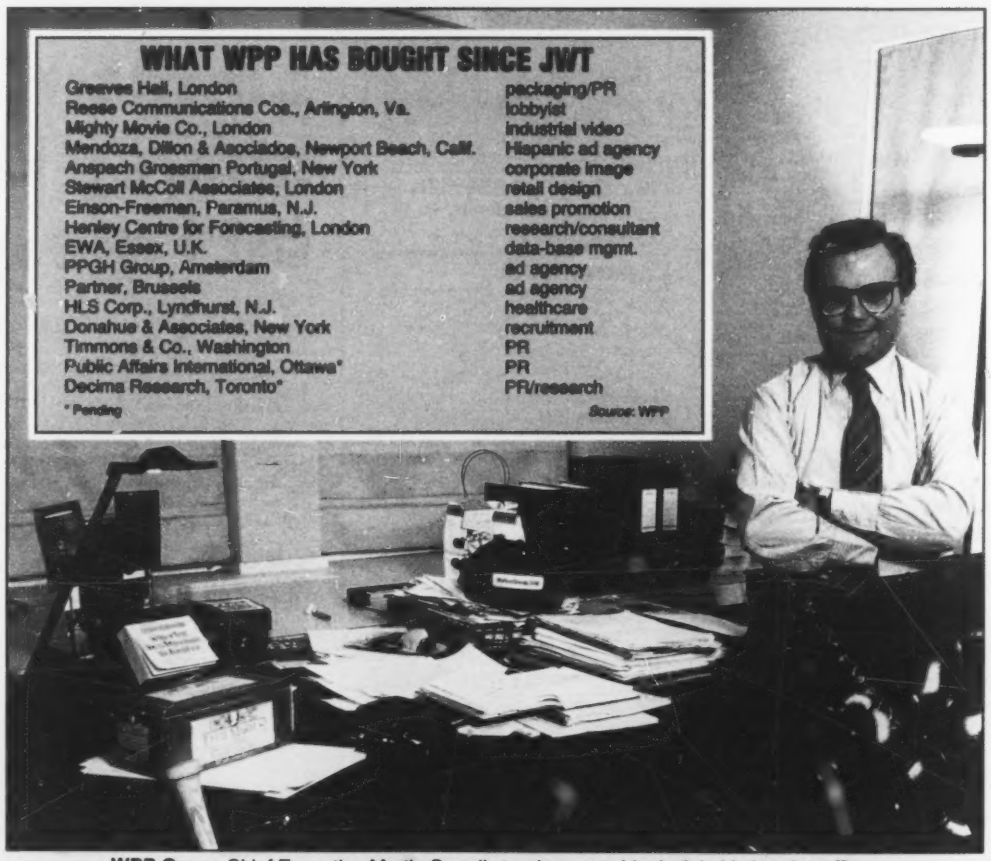
The closing of that unit is expected to result in 250 to 300 layoffs at a projected cost of several million dollars, and, Mr. Stanton said, "We [didn't] want to go in, immediately restructure and lay off several hundred people.

"The test market group is a disaster; it has to be closed down," he said. "But, especially in our acquiring mode, we would prefer a cleaner acquisition. We didn't get where we are by restructuring and firings."

WHAT WPP HAS BOUGHT SINCE JWT

Greeves Hall, London	packaging/PR
Reese Communications Cos., Arlington, Va.	lobbyist
Mighty Movie Co., London	industrial video
Mendoza, Dillon & Asociados, Newport Beach, Calif.	Hispanic ad agency
Anspach Grossman Portugal, New York	corporate image
Stewart McColl Associates, London	retail design
Elnson-Freeman, Paramus, N.J.	sales promotion
Henley Centre for Forecasting, London	research/consultant
EWA, Essex, U.K.	data-base mgmt.
PPGH Group, Amsterdam	ad agency
Partner, Brussels	ad agency
HLS Corp., Lyndhurst, N.J.	healthcare
Donahue & Associates, New York	recruitment
Timmons & Co., Washington	PR
Public Affairs International, Ottawa*	PR
Decima Research, Toronto*	PR/research

* Pending — Source: WPP



WPP Group Chief Executive Martin Sorrell stands next to his desk in his London office.

WPP officials said talks ended after a meeting on Feb. 13, but Burke sources said WPP's bid remained on the bargaining table until week's end, when SAMI/Burke parent Control Data Corp. agreed to sell the Burke unit to a management group.

The management group has a specified amount of time to raise enough money for the buyout or it won't go through.

Also, a source said executives at a crucial part of the company, Burke Marketing Research, have signed a letter of intent giving the option for a separate buyout of that group at a later date if they can raise the cash. Burke officials declined comment.

It's unclear what Burke's new owners would do with Test Marketing Group's AdTel service.

Analysts projected Burke's price tag at $70 million, equal to its estimated 1988 revenues; terms weren't disclosed.

Other WPP executives confirmed interest in Burke "cooled" as a result of disagreements.

Control Data put Burke on the auction block after acquiring Time Inc.'s interest in SAMI/Burke and folding SAMI into its Arbitron Ratings Co. unit.

WPP's Mr. Sorrell declined to be interviewed, but he's made no secret of his desire to beef up the company's strength in the research business as well as other areas, such as public relations.

He's trying to vault its Hill &

(Continued on Page 73)

Reebok responds to Nike

'Power marketing' plan backed by $60M

By PAT SLOAN

Reebok International will boost the ad budget for Reebok brands by 50% this year, to $60 million, as it fights off rival Nike.

In the $4.3 billion athletic-shoe industry's version of the cola and burger wars, Reebok is unleashing a new "power marketing strategy" built around three ad campaigns.

"What we're doing is something only the biggest companies can do. It's a pre-emptive program of advertising and merchandising that, other than Nike, no one else in the category has the resources to do," said Mark Goldston, Reebok's senior VP-chief marketing officer.

Nike last year spent an estimated $70 million on advertising and watched its sales jump by almost 60% to $1.5 billion. Reebok's sales also increased, but by less than 20% to $1.79 billion, so that in the fight for market dominance, Nike edged a bit closer to No. 1 Reebok.

Mr. Goldston, however, doesn't attribute 1989's ad increase to a race with Nike but rather to Reebok's conclusion that "we think we need to spend $60 million to effectively communicate three different messages on TV." Eighty percent of the budget will go to network and cable TV, and the rest to print, radio and outdoor boards.

Like its sister division Avia Athletic Footwear and competitor Nike, Reebok is now taking a serious tone in three campaigns combining performance and image messages.

The three-tiered strategy segments Reebok's consumer audience, Mr. Goldston said. As a "billion-dollar company, you can't have just one campaign to reach everyone from housewives to inner-city youths to a 50-year-old post-heart attack victim," he explained. The new ad program has no ties to last year's "U.B.U." effort that's been laid to rest (AA, Feb. 6).

Of the $60 million budget, $25 million will go to Reebok's Energy Return System shoes. Introduced last year, the shoes are now engineered with windows on the soles showing color-coded iridescent tubes that are supposed to return energy to the wearer.

The Energy Return System commercial, from Chiat/Day, New York, is subdued, not sexy, and visually evocative of cuts from ABC's "Wide World of Sports."

The commercial, scheduled to air this summer, compares the Energy Return System with sports technology breakthroughs and ends with the line "Who knows what records will fall next?"

On March 27, Reebok will break the $20 million "The physics behind the physiques" TV campaign, also from Chiat/Day (AA, Feb. 6). The campaign has two versions: one for women and one for men.

Consisting of 15- and 30-second spots, plus a :60 for women, the commercials were shot by Tony Scott, director of "Top Gun."

The women's version shows quick cuts of women working out, panting through sit-ups and on treadmills as a voice-over says, "For every action, there is an equal and opposite reaction. . . . A body at rest tends to stay at rest."

But the quick-cut spots also show them decked out in body-hugging and baring fashions, a miniskirted

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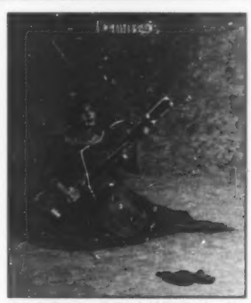

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Upscale meals face a big chill

By JULIE LIESSE ERICKSON and JUDANN DAGNOLI

The $500 million high-price frozen-dinner market is groping for survival.

The continued success of Kraft's lower-price Budget Gourmet is slowly squeezing the life from this once-popular category. Marketers have resorted to slashing ad budgets and cutting prices.

Although premium-price dinners represent about half of dollar sales of frozen dinners, the category experienced a 2.1% drop in 1988 and is losing shelf space rapidly, according to SAMI/Burke.

Sales reached $500 million last year, after hitting the $1 billion high mark in 1984.

The sales decline is a dramatic setback for marketers such as Campbell Soup Co., ConAgra and Stouffer Foods Corp. They'd banked on consumers paying extra for top-quality microwaveable meals.

Campbell, for example, introduced Le Menu with great fanfare in 1982. The upscale and pricey Le Menu was so successful that it was said to have served as the stepping-stone for Herb Baum's ascent to the presidency of Campbell USA.

But as consumers became more price-conscious, the popularity of Le Menu, marketed at about $3.89 in the mid-1980s, began to wane under stiff price competition from Budget Gourmet, priced around $2.39.

Campbell began lowering Le Menu's price to near the $2.89 mark and diverting its money from media advertising to price promotion and couponing.

An in-house report from Campbell said Budget Gourmet's sales have surpassed the $400 million

(Continued on Page 72)

Lintas:Worldwide snares Day to fill int'l creative role

NEW YORK—Barry Day, who worked for McCann-Erickson Worldwide for 18 years, is moving to Lintas:Worldwide, a sister Interpublic Group of Cos. agency.

At Lintas, he will be vice chairman-director of international advertising development, effective April 1. He will be responsible for the agency's creative product and for helping to deliver Lintas' "integrated" communications approach for clients.

Mr. Day, 54, began his career with Lintas in 1956. In 1970, he moved to McCann, where the flamboyant creative executive spearheaded the agency's drive to create global advertising images for its multinational clients.

He left his post as vice chairman at McCann last November to become assistant to Interpublic Chairman-CEO Philip H. Geier Jr. and worked on assessing the implications of the breakdown of European trade barriers in 1992.

B. Day

"When Barry Day left McCann-Erickson to join Phil Geier at Interpublic, we began to explore the possibility of acquiring his talents for Lintas," said William Weithas, chairman-ceo.#

SPECIAL ADVERTISING SUPPLEMENT:
Directory of Cable Networks starts after Page 40.

'Modern Maturity'—no signs of gray

By IRA TEINOWITZ

The aging of America is proving to be a bonanza for *Modern Maturity*.

The six-times-a-year publication, provided as part of the American Association of Retired Persons' $5 annual membership, saw its circulation jump 15.4% to 19,301,820 for the second half of 1988 compared with a year ago, the Audit Bureau of Circulations reported.

Just six months ago, *Modern Maturity* passed *Reader's Digest* and *TV Guide* to become the biggest paid-circulation magazine in the U.S. (AA, Aug. 22).

The Audit Bureau's latest FAS-FAX report found that *Modern Maturity* on average now has a nearly 3 million-copy circulation advantage over its nearest rival.

Modern Maturity increased its rate base 11.5% to 19.4 million with the February/March issue. Ad rates rose 7.5% to $154,330 for a b&w page and $171,000 for color.

Peter Hanson, advertising director, said *Modern Maturity* this year began offering advertisers a national mix of a fourth or half its circulation.

"It has never been done before, but then no magazine has been this big," he said.

Mr. Hanson also said the magazine may continue to grow. He noted that there are 30 million AARP members. (Only one copy of *Modern Maturity* is sent to each household.)

"There are 62 million people over the age of 50," he said.

While *Modern Maturity* grew, other magazines reported mixed circulation results. The FAS-FAX numbers are publishers' reports of their circulation before Audit Bureau auditing.

Reader's Digest blamed a subscription drop of 1% for an overall circulation decline of 0.7%, to 16,452,422.

TV Guide, purchased last year by Rupert Murdoch, reported its circulation dropped 3.9% to 16,302,705, virtually all of the decrease due to newsstand sales.

Better Homes & Gardens reported a 1.6% increase in circulation, *Family Circle's* circulation rose 2.6% and *Good Housekeeping* increased 0.4%.

The other Seven Sisters magazines—*Woman's Day, Ladies' Home Journal, Redbook* and *McCall's*—all reported decreases.

Peter Diamandis, president and ceo of Diamandis Communications Inc., publisher of *Woman's Day*, cautioned about drawing too many conclusions from the circulation numbers.

He said DCI has been moving to refine circulation through cover-price boosts and other steps designed to offer advertisers a more committed audience.

"The trade press is under the impression that bigger is better," Mr. Diamandis said. "But target marketing suggests advertisers are interested in getting a more salient audience. Smart publishers are taking their circulation down in a managed way. They try to give you the hard-core readers."

Mr. Diamandis said his company's "contained circulation" policy was responsible for *Woman's Day's* price increase to $1.09 from 99¢ and its circulation drop to 5,571,573, down 7.5% from a year ago.

He said *Woman's Day* and most other company publications are now at the circulation level they should be, and no further cuts are necessary.

The only exception is *Elle*, which will see a rise in circulation this year, Mr. Diamandis said.

The FAS-FAX report traditionally ignores Sunday magazines such as *Parade*, distributed free with newspapers.#

TOPS IN CIRCULATION

Twelve of the 27 magazines reporting paid circulation of more than 2 million gained circulation over the past year.

	Six months ending Dec. 31		
	1987	1988	% change
Modern Maturity	16.73	19.30	+15.4%
Reader's Digest	16.57	16.45	−0.7
TV Guide	16.97	16.30	−3.9
National Geographic	10.50	10.57	+0.7
Better Homes & Gardens	8.01	8.14	+1.6
Family Circle	5.77	5.92	+2.6
Woman's Day	6.02	5.57	−7.5
Good Housekeeping	5.20	5.22	+0.4
McCall's	5.35	5.14	−3.9
Ladies' Home Journal	5.12	5.09	−0.6
Time	4.68	4.65	−0.6
National Enquirer	4.38	4.28	−2.3
Guideposts	4.29	4.26	−0.7
Redbook	4.09	3.95	−3.4
Star	3.77	3.68	−2.4
Playboy	3.73	3.56	−4.6
People	3.31	3.35	+1.2
Sports Illustrated	3.15	3.33	+5.7
Newsweek	3.20	3.23	+0.9
Prevention	2.88	3.14	+9.0
American Legion	2.75	2.82	+2.5
Cosmopolitan	2.93	2.76	−5.8
U.S. News & World Report	2.23	2.30	+3.1
Southern Living	2.30	2.29	−0.4
Smithsonian	2.24	2.26	+0.9
Glamour	2.31	2.19	−5.2
Penthouse	2.25	2.11	−6.2

Note: Scholastic Inc. didn't file a publisher's statement by the Audit Bureau's press time.
Source: Audit Bureau of Circulations FAS-FAX report.

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A brighter 'New Yorker'

Color cartoons, upfront section 'evolve'

By LENORE SKENAZY

What's that? The president's been shot? The U.S. attacked? The world ending?

No, no—this is *important!* We're talking color cartoons in *The New Yorker*. Yes, *The New Yorker!*

Readers perusing the 64th annual Eustace Tilley edition of Feb. 20 had better sit down first. In addition to four pages of color yuks, the venerable institution has revamped its upfront "Goings On About Town" section and enlarged some of its illustrations.

"We don't use the word 'change' around here; we use the word 'evolution,' " said President-CEO Steve Florio.

Quickie essays on the arts now precede most of the listings categories, interspersed with paragraph-long tidbits on New York in all its quirky glory. Instead of roll-top desks and kittens lapping milk, moreover, the "Goings On" drawings actually illustrate the featured people and events. A first! This week, mugs of Andy Warhol, Tom Hanks and Michelle Pfeiffer appear.

"*The New Yorker* grew up on caricatures and illustration, but somehow, over the years, they disappeared," said Editor Robert Gottlieb.

"It's just a natural extension," said Conde Nast Associate Editorial Director Rochelle Udell, who worked with Mr. Gottlieb and others on the revamp.

Mr. Gottlieb came to *The New Yorker* three years ago, after its purchase by S.I. Newhouse's Advance Publications in 1985.

"For a while when he first got here the staff was scrutinizing his every move, and he was more or less trying to do what [William] Shawn had been doing all those years," Mr. Florio said. Now Mr. Gottlieb seems determined to assert his own voice even while recapturing a bit of the old Harold Ross spirit.

"Harold Ross was an irreverent, funny guy," Mr. Florio said. "He ran the magazine in the '20s, '30s and '40s. Then we had Shawn for the '50s, '60s, '70s and most of the '80s. I asked Shawn, 'How come we aren't very funny any more?' and he said, 'Because these aren't very funny times.' "

Under Mr. Shawn, the magazine ran groundbreaking stories on pollution, politics and the atom bomb.

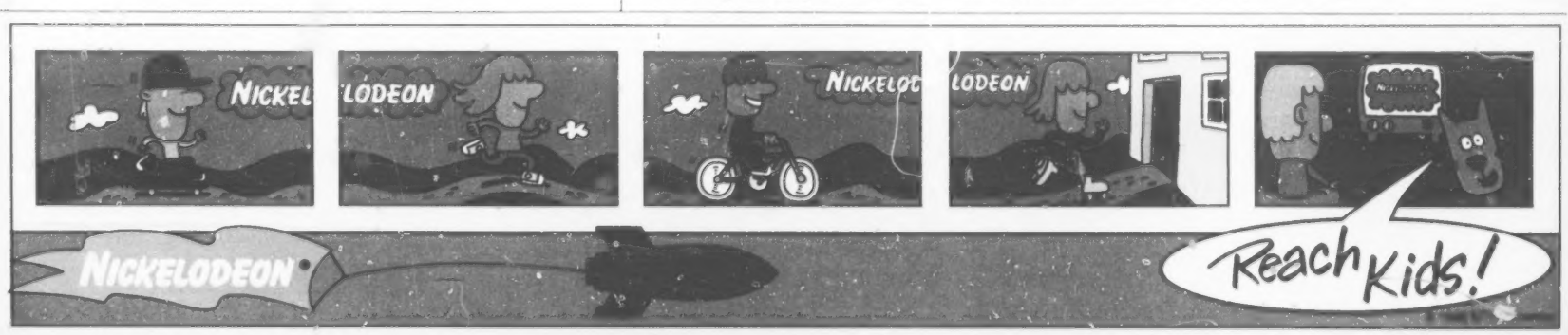
"Now we've got a guy who's probably more like Ross," Mr. Florio said. "Bob Gottlieb happens to be a very jokey guy. Brilliant, but very funny."

Perhaps as tribute to the Ross era, this Tilley anniversary issue includes a nine-page John Updike article on Ralph Barton, a *New Yorker* cartoonist of the '20s and '30s.

Although it's too soon to gauge advertiser reaction, Mr. Florio said 1989 will herald "the renaissance of *The New Yorker*." Ad pages fell 15.2% to 2,293 in 1988 but will be up this year, he said. Circulation is up about 3% to 613,275.

And wait'll folks get a load of those color cartoons!

Whoa. Don't get so excited. These will appear only sporadically. "I have no plans for colorizing *The New Yorker*," Mr. Gottlieb said. Still . . .#



Top-selling beers are heavy with lights . . .

By IRA TEINOWITZ

Anheuser-Busch's Bud Light moved up one notch in 1988 to become the third-best-selling beer in the U.S., and for the first time three of the top five brands in the country are light beers.

The yearend tally of industry newsletter *Beer Marketer's Insights* showed A-B held three of the top five spots in beer shipments. Budweiser remained No. 1, and Busch stayed in fifth place. A-B's Michelob was No. 10.

Miller Brewing Co.'s Miller High Life fell to sixth from third. Miller Lite repeated as No. 2, though it showed little growth. Miller's Milwaukee's Best was ninth; in 1987, it was 10th.

In other changes in the top 10, Adolph Coors Co.'s Coors Light passed A-B's Busch to become No. 4 (up from No. 6 in 1987). Stroh Brewery Co.'s Old Milwaukee moved up from No. 8 to pass regular Coors, which was No. 7 last year.

The newsletter also reported that Bud Light sales showed the biggest percentage increase in the top 10, up 18% to 9.7 million barrels. But Miller Genuine Draft, which ranked No. 11, showed the biggest percentage gain of any national brand, a 50% increase to 4 million barrels.

A-B sold 50.45 million barrels of Budweiser—a 2% increase and more than double the 19.3 million for second-place Miller Lite.

D'Arcy Masius Benton & Bowles, St. Louis, handles Budweiser and Busch; DDB Needham Worldwide, Chicago, is the agency for Bud Light and Michelob.

Miller Lite and Miller Genuine Draft are handled by Backer Spielvogel Bates, New York; Miller High Life recently was assigned to Leo Burnett USA, Chicago, from Backer. Milwaukee's Best was unadvertised last year.

Coors uses GSD&M, Austin, Texas, for Coors, and Foote, Cone & Belding, Chicago, for Coors Light. Stroh's Old Milwaukee is handled by Grey Advertising, New York.#

TOP 10 DOMESTIC BEERS

Miller Brewing's Miller High Life tumbled to sixth from third place in 1988. As a result of the realignment, three of the top five beers now are light beers. Estimated shipments below are in millions of barrels.

Rank '87	Rank '88	Brand	Shipments '87	Shipments '88	% chg
1	1	Budweiser	49.5	50.5	+2.0%
2	2	Miller Lite	19.2	19.3	+0.5
4	3	Bud Light	8.2	9.7	+18.3
6	4	Coors Light	7.9	8.9	+12.7
5	5	Busch	8.2	8.7	+6.1
3	6	Miller High Life	9.2	8.4	−8.7
8	7	Old Milwaukee	7.2	7.0	−2.8
7	8	Coors	7.2	6.3	−12.5
10	9	Milwaukee's Best	5.1	5.7	+11.8
9	10	Michelob	5.1	4.4	−13.7

Source: Beer Marketer's Insights

. . . Corona may join in

By IRA TEINOWITZ

The two importers of Corona Extra are betting a new line extension will turn around the beer's declining sales.

Although the importers won't say what the line extension will be, they're expected to introduce Corona Light this spring, industry sources said (AA, Jan. 30).

The importers are in a defensive mood following last year's decline in sales on the heels of Corona's great success in 1987.

"Everybody is quick to claim the brand is going south for good," said Michael J. Mazzoni, exec VP-general manager at Barton Beers, which imports the Mexican beer into Western and some Midwestern markets. Gambrinus Importing Co. markets Corona in other areas of the U.S.

Barton and Gambrinus last year introduced Corona's first network TV advertising, via Campbell-Mithun-Esty, Chicago.

The importers will continue the "What you see is what you get" campaign this year, though with some additional executions. The new product won't get a separate campaign.

Impact, a liquor industry newsletter, estimated 1988 Corona sales at 22 million cases, down 4.3% from 1987. Heineken, the import leader, sold an estimated 34.3 million cases, up 14.8%. Van Munching & Co. imports Heineken.

Corona was distributed primarily in the Midwest and West until last year, when distribution expanded nationwide.

Mr. Mazzoni said the No. 2 imported beer's sales last year dropped as much as 15% in the Western half of the U.S. but were up in Indiana, Illinois and Washington state.

Earlier production problems were a factor in the drop, Mr. Mazzoni said. The problems restricted U.S. Corona shipments in 1986, so bars and stores purposely overordered, he said.

The bars and stores again overordered in 1987, only to find production capacity had been increased and shipments weren't being cut.

Mr. Mazzoni also blamed lower sales on domestic brewers' decision to target import buyers.#

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January consumer magazine ad linage

	Current month		Year-to-date	
	1989	1988	1989	1988
■ Auto/cycle/rec. vehicles				
ATV Sports	22.5	28.5	22.5	28.5
AutoWeek (52X)	197.0	121.0	197.0	121.0
Car & Driver	115.6	103.0	115.6	103.0
Car Collector & Car Classics	18.0	19.4	18.0	19.4
Car Craft	53.1	50.5	53.1	50.5
Circle Track	55.6	47.7	55.6	47.7
Cycle	27.5	29.8	27.5	29.8
Cycle World	27.5	29.8	27.5	29.8
Dirt Rider	31.2	28.0	31.2	28.0
Dune Buggies & Hot VWs	69.4	67.8	69.4	67.8
Family Motor Coaching	196.0	196.5	196.0	196.5
4 Wheel & Off-Road	64.5	63.2	64.5	63.2
Four Wheeler	71.9	71.0	71.9	71.0
Hot Rod	79.3	93.8	79.3	93.8
Motorcyclist	21.0	15.7	21.0	15.7
Motor Trend	67.0	45.8	67.0	45.8
Motorhome	80.4	81.6	80.4	81.6
Rider	22.9	29.7	22.9	29.7
Road & Track	91.0	100.4	91.0	100.4
Trailblazer	44.0	36.0	44.0	36.0
Trailer Life	89.5	84.9	89.5	84.9
Total Group	**1,444.9**	**1,344.1**	**1,444.9**	**1,344.1**
% change	**7.5%**		**7.5%**	
■ Boating & yachting				
Boating	201.8	189.7	201.8	189.7
Chesapeake Bay	37.8	40.8	37.8	40.8
Cruising World	104.9	108.1	104.9	108.1
Lakeland Boating (11X)	90.0	77.0	90.0	77.0
Motor Boating & Sailing	188.0	216.1	188.0	216.1
Sail	106.6	97.5	106.6	97.5
Trailer Boats (11X)	88.7	67.3	88.7	67.3
Western Boatman (6X)	51.0	56.0	51.0	56.0
Yachting	194.8	218.9	194.8	218.9
Total Group	**1,063.6**	**1,071.5**	**1,063.6**	**1,071.5**
% change	**-0.7%**		**-0.7%**	
■ Civic/fraternal				
American Legion	41.4	42.7	41.4	42.7
Elk (10X)	17.3	17.8	17.3	17.8
Kiwanis	14.2	14.0	14.2	14.0
Lion (10X)	—	—	—	—
Rotarian	11.2	13.5	11.2	13.5
V.F.W. (11X)	34.3	32.8	34.3	32.8
Total Group	**118.4**	**120.8**	**118.4**	**120.8**
% change	**-2.0%**		**-2.0%**	
■ General				
American Health (10X)	70.3	69.5	70.3	69.5
American Heritage (8X)	—	—	—	—
American West (6X)	—	—	—	—
Art & Antiques	58.2	56.2	58.2	56.2
The Atlantic A.	66.1	59.8	66.1	59.8
Bon Appetit A.	65.9	66.5	65.9	66.5
Cable Guide	32.7	27.6	32.7	27.6
Changing Times	48.0	52.6	48.0	52.6
Children	38.1	20.9	38.1	20.9
Conde Nast's Traveler	53.3	34.0	53.3	34.0
Connoisseur	55.7	50.4	55.7	50.4
Consumers Digest (6X)	21.2	17.5	21.2	17.5
Ebony	74.6	70.3	74.6	70.3
European Travel & Life	34.7	28.4	34.7	28.4
Fifty Plus	29.8	33.0	29.8	33.0
Finance (10X)	33.4	54.0	33.4	54.0
Food & Wine	46.2	38.3	46.2	38.3
Games (6X)	12.5	9.5	12.5	9.5
Golden Years	—	—	—	—
Gourmet	57.6	69.4	57.6	69.4
Harper's Magazine A.	32.9	27.6	32.9	27.6
Harrowsmith (6X)	62.0	62.8	62.0	62.8
Islands (6X)	56.5	27.8	56.5	27.8
Let's Live	45.0	48.0	45.0	48.0
Life	70.8	49.5	70.8	49.5
Modern Maturity (6X)	—	—	—	—
Money	86.6	104.2	86.6	104.2
Money Maker	—	—	—	—
Mother Earth News	72.4	63.0	72.4	63.0
National Geographic	10.9	9.3	10.9	9.3
National Geographic Traveler (4X)	15.2	—	15.2	—
Natural History	38.1	34.4	38.1	34.4
Prevention	54.2	50.1	54.2	50.1
Psychology Today	41.1	31.7	41.1	31.7
Reader's Digest A.	66.6	68.1	66.6	68.1
Saturday Evening Post (9X)	43.9	39.0	43.9	39.0
Smithsonian	68.8	84.1	68.8	84.1
Town & Country	67.2	97.7	67.2	97.7
Travel-Holiday	24.5	28.7	24.5	28.7
Travel & Leisure	68.6	69.3	68.6	69.3
Travelhost	1,169.0	1,198.0	1,169.0	1,198.0
Vanity Fair	45.7	33.0	45.7	33.0
Writer's Digest	27.0	26.4	27.0	26.4
Yankee	60.4	69.4	60.4	69.4
Total Group	**3,025.5**	**2,979.7**	**3,025.5**	**2,979.7**
% change	**1.5%**		**1.5%**	
■ Home				
Americana (6X)	21.6	16.7	21.6	16.7
Architectural Digest A.	108.7	82.5	108.7	82.5
Better Homes & Gardens	73.4	75.2	73.4	75.2
Colonial Homes (6X)	52.4	42.7	52.4	42.7
Columbus Monthly-Homes (4X)	29.8	30.2	29.8	30.2
Cooking Light	49.3	36.7	49.3	36.7
Country Home (6X)	45.7	41.9	45.7	41.9
Country Living	65.1	56.2	65.1	56.2
Family Handyman (10X) A.	36.2	49.1	36.2	49.1
Florida Home & Garden	108.8	46.0	108.8	46.0
Flower & Garden (6X)	55.8	41.7	55.8	41.7
Home	41.5	45.1	41.5	45.1
Home Mechanics	38.3	41.1	38.3	41.1
The Homeowner (10X)	41.1	43.6	41.1	43.6
Horticulture	42.1	48.8	42.1	48.8
House Beautiful	44.6	37.4	44.6	37.4
House & Garden	44.3	59.3	44.3	59.3
Metropolis	66.8	55.9	66.8	55.9
Metropolitan Home	56.7	50.3	56.7	50.3
Midwest Living	52.3	35.6	52.3	35.6
1,001 Home Ideas	51.1	46.4	51.1	46.4
Organic Gardening	54.5	58.2	54.5	58.2
Phoenix Home/Garden	66.3	70.8	66.3	70.8
Practical Homeowner	—	—	—	—
San Diego Home/Garden	57.7	51.8	57.7	51.8
Southern Accents (6X)	71.9	82.1	71.9	82.1
Southern Living	83.7	67.8	83.7	67.8
Sunset Magazine A.	76.4	85.2	76.4	85.2
Workbench (6X)	39.7	48.4	39.7	48.4
Total Group	**1,575.8**	**1,446.6**	**1,575.8**	**1,446.6**
% change	**8.9%**		**8.9%**	
■ In-flight & other passenger				
Aboard Group (6X)	35.3	28.0	35.3	28.0
Alaska Airlines	58.8	54.7	58.8	54.7
America West Airlines	69.0	61.5	69.0	61.5
American Way (24X)	119.8	127.4	119.8	127.4
East/West Network:				
Continental Profiles	51.3	52.0	51.3	52.0
Eastern Review	56.0	61.2	56.0	61.2
Northwest	43.5	43.2	43.5	43.2
Pan Am Clipper	33.7	43.3	33.7	43.3
Southwest Spirit	54.7	59.7	54.7	59.7
TWA Ambassador	43.5	51.0	43.5	51.0
Vis `A Vis	69.3	40.7	69.3	40.7
Halsey Publication:				
Delta Sky	80.7	80.7	80.7	80.7
Pace Communications:				
Braniff Magazine	26.1	—	26.1	—
US Air Magazine	35.8	56.5	35.8	56.5
Spirit of Aloha (6X)	25.2	20.8	25.2	20.8
Total Group	**802.7**	**780.7**	**802.7**	**780.7**
% change	**2.8%**		**2.8%**	
■ Men's				
Esquire A.	72.0	47.3	72.0	47.3
Firehouse Magazine	39.8	38.0	39.8	38.0
Gentlemen's Quarterly A.	82.1	84.2	82.1	84.2
M Magazine	35.0	43.6	35.0	43.6
Muscle & Fitness	146.6	120.4	146.6	120.4
Penthouse A.	54.3	55.9	54.3	55.9
Playboy A.	97.5	53.0	97.5	53.0
Salute (10X)	—	—	—	—
Total Group	**527.2**	**442.5**	**527.2**	**442.5**
% change	**19.1%**		**19.1%**	
■ Metropolitan				
Aloha	29.7	31.3	29.7	31.3
Atlanta	55.0	51.1	55.0	51.1
Baltimore	50.0	51.5	50.0	51.5
Boston	119.2	124.4	119.2	124.4
California	36.4	47.4	36.4	47.4
Chicago	118.6	105.9	118.6	105.9
Chicago's North Shore	89.5	93.3	89.5	93.3
Cincinnati	34.1	47.7	34.1	47.7
Cleveland	40.6	52.9	40.6	52.9
Coast (39X)	39.0	42.0	39.0	42.0
Columbus Monthly	58.7	69.9	58.7	69.9
Connecticut	78.2	75.1	78.2	75.1
D/Magazine	55.0	70.6	55.0	70.6
Denver	22.3	28.2	22.3	28.2
Detroit Monthly	57.3	51.4	57.3	51.4
Grand Rapids	30.3	27.6	30.3	27.6
Gulfshore Life (10X)	103.3	86.0	103.3	86.0
Honolulu	49.3	55.4	49.3	55.4
Houston Metropolitan Mag.	43.7	40.3	43.7	40.3
Inside Chicago	38.5	30.7	38.5	30.7
Louisiana Life	28.8	24.2	28.8	24.2
Madison	38.0	44.0	38.0	44.0
Memphis	67.2	74.0	67.2	74.0
Mid Atlantic Country	26.2	17.2	26.2	17.2
Milwaukee	41.3	47.5	41.3	47.5
Minneapolis/St. Paul	71.8	67.9	71.8	67.9
Minnesota Monthly Mag.	50.0	31.5	50.0	31.5
Nashville	52.0	44.0	52.0	44.0
New England Monthly	54.1	46.5	54.1	46.5
New Jersey Monthly	77.2	70.0	77.2	70.0
New Mexico	95.9	92.3	95.9	92.3
Ohio	53.0	55.0	53.0	55.0
Orlando	87.8	91.0	87.8	91.0
Palm Beach Life	97.4	85.7	97.4	85.7
Palm Springs Life	178.4	155.0	178.4	155.0
Philadelphia	123.1	122.6	123.1	122.6
Phoenix	48.2	49.5	48.2	49.5
Pittsburgh	42.8	49.3	42.8	49.3
Rhode Island Monthly	43.7	—	43.7	—
Sacramento Magazine	47.0	44.0	47.0	44.0
St. Louis	45.7	49.6	45.7	49.6
San Diego	105.8	175.7	105.8	175.7
San Francisco Focus	68.9	54.7	68.9	54.7
South Florida Magazine	128.7	89.0	128.7	89.0
Texas Monthly	75.3	53.1	75.3	53.1
Ultra	52.5	23.3	52.5	23.3
The Virginian (6X)	58.7	60.5	58.7	60.5
Washington (7X)	48.0	47.4	48.0	47.4
The Washingtonian	157.5	113.7	157.5	113.7
Total Group	**3,213.7**	**3,060.9**	**3,213.7**	**3,060.9**
% change	**5.0%**		**5.0%**	
■ Music/entertainment				
Audio	110.0	109.9	110.0	109.9
Dance Magazine	59.2	54.0	59.2	54.0
Playbill	40.6	35.4	40.6	35.4
Video Magazine	66.0	70.0	66.0	70.0
Total Group	**275.8**	**269.3**	**275.8**	**269.3**
% change	**2.4%**		**2.4%**	
■ Outdoor & sport				
Alaska	31.7	32.1	31.7	32.1
The American Handgunner (6X)	54.0	49.0	54.0	49.0
American Hunter	15.8	17.6	15.8	17.6
American Rifleman	20.6	24.8	20.6	24.8
Backpacker (6X)	—	—	—	—
Bass Master (10X) A.	67.0	82.9	67.0	82.9
Bicycling (9X)	99.0	85.6	99.0	85.6
Cross Country Skier	47.0	43.4	47.0	43.4
Ducks Unlimited (6X)	29.6	23.6	29.6	23.6
Field & Stream	50.3	57.5	50.3	57.5
Fins & Feathers A.	32.2	30.1	32.2	30.1
Fishing World (6X)	40.3	43.0	40.3	43.0
Florida Sportsman	125.9	133.7	125.9	133.7
Golf Digest	111.9	87.1	111.9	87.1
Golf Illustrated	38.3	23.2	38.3	23.2
Golf Magazine	164.4	150.2	164.4	150.2
Gun Dog (6X)	40.0	26.2	40.0	26.2
Guns	34.0	33.0	34.0	33.0
Guns & Ammo	37.4	38.7	37.4	38.7
In-Fisherman (6X)	—	—	—	—
Outdoor Life	68.9	55.6	68.9	55.6
Outside Magazine	38.4	35.0	38.4	35.0
Petersen's Hunting	37.7	36.4	37.7	36.4
Runner's World (12X)	29.4	35.8	29.4	35.8
Salt Water Sportsman	194.5	200.3	194.5	200.3
Shooting Times	30.7	34.8	30.7	34.8
Sierra (6X)	53.4	34.5	53.4	34.5
Ski (8X) A.	133.1	104.5	133.1	104.5
Skiing (7X) A.	83.5	113.0	83.5	113.0
Skin Diver	102.7	91.1	102.7	91.1
Southern Outdoors (9X)	36.7	44.6	36.7	44.6
Southern Saltwater (8X)	58.3	39.4	58.3	39.4
Sport Magazine	23.0	34.7	23.0	34.7
Sports Afield	46.4	43.8	46.4	43.8
Tennis	34.5	46.0	34.5	46.0
Waterski (8X)	96.5	47.2	96.5	47.2
Western Outdoors (10X)	31.1	37.6	31.1	37.6
Wildfowl (6X)	—	—	—	—
WindRider (8X)	—	—	—	—
Wing & Shot (6X)	16.8	15.5	16.8	15.5
World Tennis	20.5	20.0	20.5	20.0
Total Group	**2,175.5**	**2,051.7**	**2,175.5**	**2,051.7**
% change	**6.0%**		**6.0%**	
■ Photography				
American Photographer	36.5	37.9	36.5	37.9
Petersen's Photographic	26.9	23.7	26.9	23.7
Popular Photography	85.3	81.5	85.3	81.5
Total Group	**148.7**	**143.1**	**148.7**	**143.1**
% change	**3.9%**		**3.9%**	
■ Science/electronic/mech				
Discover	37.2	39.1	37.2	39.1
Home Office Computing	49.3	46.4	49.3	46.4
Omni	55.2	53.9	55.2	53.9
Personal Computing	195.7	220.7	195.7	220.7
Popular Mechanics	49.6	59.0	49.6	59.0
Popular Science	56.6	59.8	56.6	59.8
Scientific American	33.9	18.3	33.9	18.3
Spectrum	81.3	86.8	81.3	86.8
Total Group	**558.8**	**584.0**	**558.8**	**584.0**
% change	**-4.3%**		**-4.3%**	
■ Woman/fashion/service				
Beauty Digest (6X)	—	—	—	—
Bride's Magazine (6X) A.	—	—	—	—
Cosmopolitan A.	129.2	142.0	129.2	142.0
Elle Magazine	75.2	72.7	75.2	72.7
Essence	70.3	58.1	70.3	58.1
Family Circle (17X) A.	96.0	56.2	96.0	56.2
Glamour	79.0	91.8	79.0	91.8
Good Housekeeping A.	94.6	66.5	94.6	66.5
Harper's Bazaar	41.2	61.7	41.2	61.7
Health	34.3	27.1	34.3	27.1
Imagen	42.0	59.0	42.0	59.0
Ladies' Home Journal	85.1	74.5	85.1	74.5
Mademoiselle	56.6	62.0	56.6	62.0
McCall's	75.0	55.1	75.0	55.1
Military Lifestyle (10X)	47.7	33.6	47.7	33.6
Modern Bride (6X)	—	—	—	—
Ms.	61.0	36.7	61.0	36.7
New Woman	62.5	56.4	62.5	56.4
Parents Magazine A.	73.1	80.6	73.1	80.6
Redbook	78.9	72.9	78.9	72.9
Savvy	43.4	39.7	43.4	39.7
Self	72.4	51.7	72.4	51.7
Seventeen	48.4	43.7	48.4	43.7
Shape	64.6	60.2	64.6	60.2
Soap Opera Digest (26X)	31.2	24.2	31.2	24.2
Soap Opera Update	10.0	—	10.0	—
Teen Magazine	22.2	32.1	22.2	32.1
True Story A.	36.0	39.4	36.0	39.4
Vogue	98.6	103.6	98.6	103.6
W Magazine	87.6	83.1	87.6	83.1
Weight Watchers	32.2	29.0	32.2	29.0
Woman (10X)	—	—	—	—
Woman's Day (15X) A.	95.0	86.8	95.0	86.8
Workbasket	25.5	25.5	25.5	25.5
Working Mother	44.7	54.3	44.7	54.3
Working Woman	73.6	67.1	73.6	67.1
Total Group	**1,987.1**	**1,847.1**	**1,987.1**	**1,847.1**
% change	**7.6%**		**7.6%**	
■ Youth				
Boys' Life	22.1	15.1	22.1	15.1
Campus Life (10X)	52.2	50.8	52.2	50.8
Total Group	**74.3**	**65.9**	**74.3**	**65.9**
% change	**12.7%**		**12.7%**	
■ Business/national				
Barron's	137.1	152.2	137.1	152.2
Black Enterprise	35.9	36.9	35.9	36.9
Business Month	30.8	22.7	30.8	22.7
Business Week (52X) A.	246.7	204.0	246.7	204.0
Financial World (26X)	36.9	39.4	36.9	39.4
Forbes (26X)	225.5	207.0	225.5	207.0
Fortune (26X)	275.8	164.7	275.8	164.7
Frequent Flyer	30.4	49.0	30.4	49.0
Futures	44.5	53.3	44.5	53.3
Inc. Magazine	79.1	54.0	79.1	54.0
Income Opportunities	—	—	—	—
Industry Week (25X) A.	61.1	53.1	61.1	53.1
Nation's Business (12X) A.	39.9	35.0	39.9	35.0
Venture	42.7	58.9	42.7	58.9
Total Group	**1,286.3**	**1,130.2**	**1,286.3**	**1,130.2**
% change	**13.8%**		**13.8%**	
■ Business/regional				
Advantage-Nashville's Bus. Mo.	52.0	63.0	52.0	63.0
Arizona Bus. Gazette (52X)	41.0	49.0	41.0	49.0
Baltimore Bus. Jrnl.	63.5	47.0	63.5	47.0
Boston Bus. Jrnl. (52X)	119.6	100.1	119.6	100.1
Bus. First of Buffalo	57.1	37.3	57.1	37.3
Bus. Jrnl.-Milwaukee	141.3	143.1	141.3	143.1
Bus. Jrnl.-Sacramento	68.9	59.3	68.9	59.3
Bus. North Carolina	18.2	31.5	18.2	31.5
Capital Dist. Bus. Review (52X)	84.2	54.7	84.2	54.7
Caribbean Business	64.6	73.6	64.6	73.6
Corporate Rpt. Minnesota	—	—	—	—
Crain's Chicago Bus. (52X)	93.8	95.0	93.8	95.0
Crain's Cleveland Bus. (52X)	69.0	44.5	69.0	44.5
Crain's Detroit Bus. (52X)	66.0	56.2	66.0	56.2
Crain's New York Bus. (52X)	38.0	34.0	38.0	34.0
Florida Trend (13X)	56.7	60.7	56.7	60.7
Georgia Trend	48.3	63.8	48.3	63.8
Grand Rapids Bus. Jrnl.	48.6	42.2	48.6	42.2
Hawaii Business	37.8	30.9	37.8	30.9
Houston Bus. Jrnl. (52X)	57.0	46.0	57.0	46.0
Indianapolis Bus. Jrnl. (52X)	133.2	109.3	133.2	109.3
Manhattan Inc.	27.8	30.9	27.8	30.9
New England Bus. (20X) A.	31.7	37.3	31.7	37.3
New Orleans City Bus.	44.9	35.4	44.9	35.4
Pacific Bus. News (52X)	97.4	72.1	97.4	72.1
Pittsburgh Bus. Times (52X)	107.6	90.0	107.6	90.0
Providence Bus. News	70.0	53.1	70.0	53.1
Regardie's/Washington Review Publication:	164.0	106.0	164.0	106.0
Broward Review	66.4	34.1	66.4	34.1
Miami Review	67.7	48.5	67.7	48.5
Palm Beach Review	54.5	26.3	54.5	26.3
San Jose Bus. Jrnl.	—	—	—	—
St. Louis Bus. Jrnl. (52X)	118.5	78.1	118.5	78.1
Warfield Monthly Baltimore	42.7	45.5	42.7	45.5
Total Group	**2,251.9**	**1,898.4**	**2,251.9**	**1,898.5**
% change	**18.6%**		**18.6%**	
■ National Sunday mags				
Parade (52X)	58.0	59.7	58.0	59.7
USA Weekend (52X)	55.1	48.0	55.1	48.0
Vista Magazine	16.5	11.8	16.5	11.8
Total Group	**129.6**	**119.5**	**129.6**	**119.5**
% change	**8.4%**		**8.4%**	
■ Newspaper Sunday magazine				
Boston Globe	183.0	208.0	183.0	208.0
Chicago Tribune	64.9	70.2	64.9	70.2
Cleveland Plain Dealer	30.7	37.7	30.7	37.7
Columbus Dispatch	24.0	23.9	24.0	23.9
The Dallas Morning News	42.5	73.2	42.5	73.2
Detroit Free Press	33.4	32.3	33.4	32.3
L.A. Times	67.2	50.8	67.2	50.8
Louisville Courier-Jrnl.	35.0	36.0	35.0	36.0
New York Times Mag.	201.5	178.4	201.5	178.4
Philadelphia Inquirer	59.8	64.4	59.8	64.4
Seattle Times	54.0	42.0	54.0	42.0
St. Louis Post Dispatch	66.3	62.9	66.3	62.9
Toledo Blade Magazine	24.6	26.5	24.6	26.5
Washington Post	121.9	78.5	121.9	78.5
Total Group	**1,008.8**	**984.8**	**1,008.8**	**984.8**
% change	**2.4%**		**2.4%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	210.3	157.4	210.3	157.4
Army Times Military Group:				
Air Force Times (52X)	145.3	132.5	145.3	132.5
Army Times (52X)	136.4	124.3	136.4	124.3
Navy Times (52X)	158.6	147.7	158.6	147.7
Capper's (26X)	50.5	24.3	50.5	24.3
Commonweal (22X)	10.8	9.9	10.8	9.9
Golf World (40X)	127.0	120.8	127.0	120.8
Grit (52X) A.	44.6	38.1	44.6	38.1
National Journal (50X)	43.0	56.3	43.0	56.3
National Review (25X)	18.6	27.3	18.6	27.3
New Republic (48X)	41.2	32.4	41.2	32.4
New York Magazine (50X)	166.4	162.1	166.4	162.1
New Yorker	152.7	132.4	152.7	132.4
Newsweek (52X) A.	157.5	135.6	157.5	135.6
People (51X)	209.2	151.0	209.2	151.0
Rolling Stone (25X)	81.4	68.2	81.4	68.2
Sporting News (52X)	53.0	52.8	53.0	52.8
Sports Illustrated (52X) A.	191.5	249.0	191.5	249.0
Time (52X) A.	187.6	140.2	187.6	140.2
TV Guide (52X) A.	307.1	345.2	307.1	345.2
US Magazine (26X)	30.8	26.2	30.8	26.2
U.S. News & World Report (50X) A.	119.5	94.5	119.5	94.5
Total Group	**2,643.2**	**2,428.1**	**2,643.2**	**2,428.1**
% change	**8.9%**		**8.9%**	

NOTES: (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. All figures represented in this table are supplied by the magazines. AD AGE makes no attempt to verify them and therefore is not responsible for inconsistencies or errors.

Casinos chance targeted ads

By LAURA LORO

ATLANTIC CITY, N.J.—Casinos here are anteing up more advertising dollars to meet intensified competition and a shrinking pool of gamblers.

They're also getting more sophisticated, segmenting advertising to target high rollers, older adults, families and younger players.

Still, advertising alone won't do it: Most executives agree growth will depend on better transportation into the city.

"Expansion and improvement of the airport is critical to the success of the industry," said Patrick Killian, director of casino industry economics, Casino Association of New Jersey.

Executives are optimistic about planned improvements for the Atlantic City International Airport and the "Gambler's Express," a shuttle train to Philadelphia set to begin service by June.

The hottest development is real estate mogul Donald Trump's purchase of Eastern Airlines' shuttle that operates between Washington, New York and Boston. Some say Mr. Trump may divert flights to Atlantic City on weekends and holidays, although Trump Organization executives say nothing has been decided. Trump's Taj Mahal casino is scheduled to open in early 1990.

Better transportation could break the market wide open, said Bruce Smith, publisher, *Gaming & Wagering Business*. But for now, casinos are fighting for the 50 million-plus daytrip gamblers who drive in from Connecticut, Maryland, New Jersey, New York, Pennsylvania and Washington.

In 1988, the 12 casinos here grossed $2.7 billion, a 9.6% increase over 1987, according to the New Jersey Casino Control Commission. In 1986, 11 casinos grossed $2.2 billion, the commission reports.

Harrah's, Caesars and Trump Plaza are the most profitable, said William Cradle, director of communications, Casino Association of New Jersey.

But ad restrictions handicap casinos. The New Jersey Casino Control Commission prohibits all advertising from giving a casino's size, the number of its games or gambling odds. On-site advertising must carry the disclaimer: "Bet with your head, not over it."

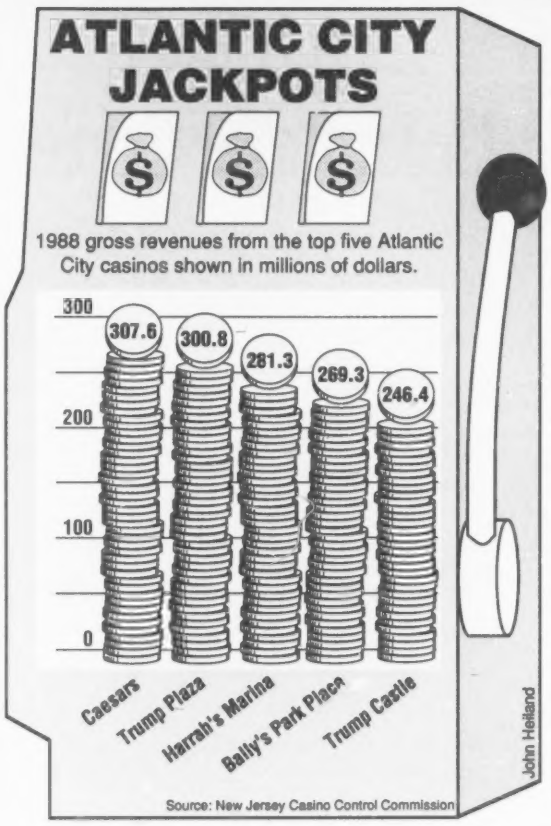
Under Federal Communications Commission restrictions on broadcast advertising, the word "casino" may be used only as part of an establishment's official name, and showing identifiable gaming halls is prohibited, said Ben Halprin, FCC attorney.

The FCC prohibits cable TV system operators from airing spots that promote casino activities, and would pursue system operators, not casinos, in the event of a violation, Mr. Halprin said.

"What it amounts to is we can't advertise our product," said Alan Rosenzweig, Bally's Park Place director of advertising and public relations.

Advertising has become increasingly more targeted, with direct marketing playing a large role, said Gary Selesner, Trump Plaza director of marketing. But that also is restricted.

"It is in violation of federal law to communicate information about gambling across state lines," said Robert Pickus, VP-general counsel, Trump Castle. Out-of-state mailings focus on restaurant, hotel or entertainment promotions and not casino activity, although in-state mailings do tout them, he said.



Direct mail "is as important as mass media," Mr. Selesner said. Trump Plaza uses different mailings to reach high rollers, daytrippers and slot machine players. Trump Plaza recently moved its estimated $7 million account to VanSant Dugdale, Baltimore, from Smith Burke & Azzam, Baltimore, when three of the agency's five partners moved to VanSant Dugdale (AA, Feb. 6, *et seq.*).

"Direct mail is outdoing mass media due to escalating costs," said Alyssa Ruby-Mako, TropWorld director of marketing services.

Bally's Park Place mailed invitations to a closed-circuit viewing of a November prizefight between Sugar Ray Leonard and Donny Lalonde; more than 3,000 attended, Mr. Rosenzweig said.

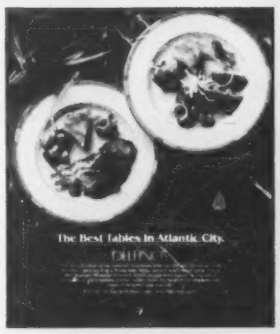
The casino handles advertising, themed "Bally's is slots!" in-house. Bally's print and outdoor advertising emphasize its slot machines; its parent, Bally Manufacturing Corp., Chicago, makes slot machines.

Casinos also maintain intensely competitive bus programs, offering passengers complimentary packages including gambling chips, restaurant coupons and show tickets.

While Las Vegas casinos have been very successful in attracting younger players and families, it hasn't worked as well here. The Showboat opened in March 1987, targeting families with advertising touting amenities including a bowling center, but hasn't met with great success, industry sources say. Showboat now targets premium players, Mr. Smith said. Kelly & Reber handles advertising, themed "Get that winning feeling."

Resorts International is expected to boost its ad spending significantly under new owner Merv Griffin. Its ad plans are up in the air since the ownership change; the casino may review agencies, said George Meredith, VP, Gianettino & Meredith, Short Hills, N.J., agency on the $3 million account. Mr. Griffin will appear in all upcoming advertising.

Current advertising targets "the middle market, drive-in player, the everyday Joe," Mr. Meredith said.



Restricted from showing their casinos, Trump Castle (top) touts restaurants, and Harrah's uses testimonials.

Harrah's Marina targets upscale players with TV spots themed "This one's for the better people. This one's for you." Trahan, Burden & Charles, Baltimore, handles.

The upscale Trump Plaza touts itself as "The happening place" with invitations to special events mailed to households in the U.S. as well as in Europe, the Orient and South America.

Trump Castle will reach high-end players when hotel suites open in the spring. Smith Burke & Azzam handles that $7 million account, but Trump Castle reportedly is looking to bring advertising in-house.

Trump's Taj Mahal recently named Laurence, Charles, Free & Lawson, New York, to handle advertising, expected to begin in the fall. Billings may reach $12 million.

TropWorld, formerly Tropicana, positions itself as "The gambling world of Atlantic City" for younger players, touting Tivoli Pier, an amusement center. Barnes, Dennis & Associates, Greensboro, N.C., handles the estimated $5 million-to-$10 million account.#

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East NewsWatch

PHILADELPHIA—**Geographic Marketing Group**, a local ad agency handling several Pepsi-Cola bottler assignments, was acquired from Tracy-Locke, Dallas, in a management-led buyout. Included in the management group are Arthur Broll, chairman; Mel Korn, president-ceo; and Margaret Dembowczyk, exec VP-chief operating officer. Geographic Marketing reported 1988 billings of $20 million.

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DiMaggio softens up bank pitch

NEW YORK—Bowery Savings Bank has launched an $8 million campaign, its largest ad effort.

Four TV spots that broke Feb. 16 feature baseball great Joe DiMaggio, Bowery's spokesman of 18 years. The nostalgic spots show Mr. DiMaggio recounting stories from his days on the field and historical footage from actual games.

"You've never seen Joe like this. These show him at a very human, intimate level," said Director Bob Giraldi.

The campaign, Bowery's first TV effort in more than five years, is supported by product-oriented newspaper, outdoor and transit ads. Chiat/Day handles.

Newspaper ads introduce Bowery's relationship with Home Savings of America, one of the largest savings institutions in the U.S. Home Savings parent H.F. Ahmanson & Co. purchased Bowery for $200 million, gaining an entry into the New York market, in early 1988.

Bowery has 25 branches here.#